

CONTRACT


WVIT
1422 New Britain Ave
West Hartford, CT 06110
(860) 521-3030

www.nbcconnecticut.com

And:

MENTZER MEDIA
DO NOT MAIL
600 FAIRMOUNT AVENUE
SUITE 306
TOWSON, MD 21286

Contract / Revision		Alt Order #
342504 /		
Product		
SENATE 2012		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/23/12 - 10/29/12	1514	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
LINDA MCMAHON FOR SENATE	10/17/12 / 10/30/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WVIT	Corey Lane	Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u>		
RA35+		
		<u>Total Ratings</u>
		176.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
1021		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
42748	20828	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
								Week					
1	WVIT	10/23/12	10/28/12	6-7A CT NEWS TODAY	6A-7A		:30				NM	3	\$2,100.00
	CDR												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/22/12	10/28/12	- 1- 11--					3	\$700.00	2.00			
2	WVIT	10/23/12	10/28/12	7-9A TODAY SHOW	7A-9A		:30				NM	6	\$4,500.00
	CDR												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/22/12	10/28/12	- 2112--					6	\$750.00	3.00			
3	WVIT	10/23/12	10/28/12	9-10A TODAY SHOW	9A-10A		:30				NM	3	\$1,650.00
	CDR												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/22/12	10/28/12	- 1- 11--					3	\$550.00	2.00			
4	WVIT	10/23/12	10/28/12	10-11A TODAY SHOW	10A-11A		:30				NM	3	\$1,650.00
	CDR												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/22/12	10/28/12	- 11- 1---					3	\$550.00	2.00			
5	WVIT	10/23/12	10/28/12	11-12P CT NEWS TODAY	11A-12P		:30				NM	8	\$600.00
	IP												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/22/12	10/28/12	- 2222--					8	\$75.00	1.00			
6	WVIT	10/23/12	10/28/12	1-2P DAYS OF OUR LIVES	1P-2P		:30				NM	8	\$1,000.00
	IP												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/22/12	10/28/12	- 2222--					8	\$125.00	1.00			
7	WVIT	10/23/12	10/28/12	3-4PM STEVE HARVEY	3P-4P		:30				NM	3	\$450.00
	IP												

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



www.nbcconnecticut.com

Contract / Revision	Alt Order #	
342504 /		
Contract Dates	Product	Estimate #
10/23/12 - 10/29/12	SENATE 2012	1514
Advertiser		
LINDA MCMAHON FOR S		
Original Date / Revision		
10/17/12 / 10/30/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/	Rate	Rtn	Type	Spots	Amount	
									Weekdays						
		Start Date	End Date	Weekdays				Spots/Week		Rate					
Week:		Week: 10/22/12	10/28/12	- 1- 11--				3		\$150.00					
8	WVIT	10/23/12	10/28/12	4-5P ELLEN	4P-5P		:30						NM	1	\$400.00
	CDR														
Week:		Week: 10/22/12	10/28/12	- - - 1---				1		\$400.00					
9	WVIT	10/23/12	10/28/12	5-6P CT NEWS @ 5PM	5P-6P		:30						NM	4	\$3,400.00
	CDR														
Week:		Week: 10/22/12	10/28/12	-1111--				4		\$850.00					
10	WVIT	10/23/12	10/28/12	6-630P M-F CT NEWS @ 6	6P-630P		:30						NM	4	\$4,800.00
	CDR														
Week:		Week: 10/22/12	10/28/12	-1111--				4		\$1,200.00					
11	WVIT	10/23/12	10/28/12	630-7P NIGHTLY NEWS	630-7P		:30						NM	4	\$8,000.00
	IP														
Week:		Week: 10/22/12	10/28/12	-1111--				4		\$2,000.00					
12	WVIT	10/23/12	10/28/12	7-730P EXTRA	7P-730P		:30						NM	4	\$3,200.00
	CDR														
Week:		Week: 10/22/12	10/28/12	-1111--				4		\$800.00					
13	WVIT	10/23/12	10/28/12	730-8P ACCESS HOLLYWOOD	730P-8P		:30						NM	4	\$3,200.00
	CDR														
Week:		Week: 10/22/12	10/28/12	-1111--				4		\$800.00					
14	WVIT	10/23/12	10/28/12	1135-1235A TONIGHT SHOW	1135P-1235A		:30						NM	4	\$1,800.00
	CDR														
Week:		Week: 10/22/12	10/28/12	-1111--				4		\$450.00					
15	WVIT	10/23/12	10/28/12	5-530A CT NEWS TODAY	5A-530A		:30						NM	4	\$1,400.00
	CDR														
Week:		Week: 10/22/12	10/28/12	-1111--				4		\$350.00					
16	WVIT	10/23/12	10/28/12	530-6A CT NEWS TODAY	530A-6A		:30						NM	4	\$1,600.00
	CDR														
Week:		Week: 10/22/12	10/28/12	-1111--				4		\$400.00					
17	WVIT	10/23/12	10/28/12	11-1135P LATE NEWS	11P-1135P		:30						NM	4	\$6,000.00
	CDR														
Week:		Week: 10/22/12	10/28/12	-1111--				4		\$1,500.00					
18	WVIT	10/23/12	10/28/12	T8-8P VOICE-RESULTS	8P-9P		:30						NM	2	\$9,000.00
	CDR														

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



www.nbcconnecticut.com

Contract / Revision	Alt Order #
342504 /	

Contract Dates	Product	Estimate #
10/23/12 - 10/29/12	SENATE 2012	1514

Advertiser	Original Date / Revision
LINDA MCMAHON FOR S	10/17/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/				
									Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				2	\$4,500.00	3.00			
19	WVT	10/23/12	10/28/12	9-10P LAW & ORDER: SVU	9P-10P		:30				NM	2	\$5,600.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				2	\$2,800.00	1.00			
20	WVT	10/23/12	10/28/12	7-9A SATURDAY TODAY	7A-9A		:30				NM	1	\$600.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$600.00	2.00			
21	WVT	10/23/12	10/28/12	7-8A CT NEWS TODAY	7A-8A		:30				NM	2	\$400.00
		IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				2	\$200.00	2.00			
22	WVT	10/23/12	10/28/12	8-9A SUNDAY TODAY	8A-9A		:30				NM	1	\$650.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$650.00	3.00			
23	WVT	10/29/12	10/29/12	6-7A CT NEWS TODAY	6A-7A		:30				NM	1	\$500.00
		IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$500.00	2.00			
24	WVT	10/29/12	10/29/12	7-9A TODAY SHOW	7A-9A		:30				NM	1	\$550.00
		IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$550.00	3.00			
25	WVT	10/29/12	10/29/12	9-10A TODAY SHOW	9A-10A		:30				NM	1	\$350.00
		IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$350.00	2.00			
26	WVT	10/29/12	10/29/12	11-12P CT NEWS TODAY	11A-12P		:30				NM	2	\$150.00
		IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				2	\$75.00	1.00			
27	WVT	10/29/12	10/29/12	1-2P DAYS OF OUR LIVES	1P-2P		:30				NM	2	\$250.00
		IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				2	\$125.00	1.00			
28	WVT	10/29/12	10/29/12	3-4PM STEVE HARVEY	3P-4P		:30				NM	1	\$175.00
		IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$175.00	1.00			
29	WVT	10/29/12	10/29/12	4-5P ELLEN	4P-5P		:30				NM	1	\$450.00
		CDR											

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



www.nbcconnecticut.com

Contract / Revision 342504 /	Alt Order #
Contract Dates 10/23/12 - 10/29/12	Product SENATE 2012
	Estimate # 1514
Advertiser LINDA MCMAHON FOR S	Original Date / Revision 10/17/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Spots/ Type			Amount
									Spots/Week	Rate	Rating	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		10/29/12	11/04/12	M-----				1				
									\$450.00			
										2.00		
30	WVT	10/29/12	10/29/12	5-6P CT NEWS @ 5PM	5P-6P		:30					NM
IP												
Week:		10/29/12	11/04/12	M-----				1				
									\$650.00			
										2.00		
31	WVT	10/29/12	10/29/12	6-630P M-F CT NEWS @ 6	6P-630P		:30					NM
IP												
Week:		10/29/12	11/04/12	M-----				1				
									\$900.00			
										3.00		
32	WVT	10/29/12	10/29/12	630-7P NIGHTLY NEWS	630-7P		:30					NM
IP												
Week:		10/29/12	11/04/12	M-----				1				
									\$2,500.00			
										3.00		
33	WVT	10/29/12	10/29/12	7-730P EXTRA	7P-730P		:30					NM
CDR												
Week:		10/29/12	11/04/12	M-----				1				
									\$800.00			
										2.00		
34	WVT	10/29/12	10/29/12	730-8P ACCESS HOLLYWOOD	730P-8P		:30					NM
CDR												
Week:		10/29/12	11/04/12	M-----				1				
									\$800.00			
										2.00		
35	WVT	10/29/12	10/29/12	5-530A CT NEWS TODAY	5A-530A		:30					NM
CDR												
Week:		10/29/12	11/04/12	M-----				1				
									\$400.00			
										1.00		
36	WVT	10/29/12	10/29/12	530-6A CT NEWS TODAY	530A-6A		:30					NM
CDR												
Week:		10/29/12	11/04/12	M-----				1				
									\$450.00			
										1.00		
37	WVT	10/29/12	10/29/12	11-1135P LATE NEWS	11P-1135P		:30					NM
CDR												
Week:		10/29/12	11/04/12	M-----				1				
									\$1,700.00			
										2.00		
38	WVT	10/29/12	10/29/12	M8-9P THE VOICE	8-9P		:30					NM
CDR												
Week:		10/29/12	11/04/12	M-----				1				
									\$4,500.00			
										4.00		

Totals 176.00 97 \$77,125.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



www.nbcconnecticut.com

Contract / Revision 342504 /	Alt Order #	
Contract Dates 10/23/12 - 10/29/12	Product SENATE 2012	Estimate # 1514
Advertiser LINDA MCMAHON FOR S		Original Date / Revision 10/17/12 / 10/30/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	79	\$62,000.00	\$52,700.00
10/29/12 - 10/29/12	18	\$15,125.00	\$12,856.25
Totals	97	\$77,125.00	\$65,556.25

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.